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Volume 10
Issue 5
May 1999

Travel Montana
UPDATE

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Tooting Tourism's Horn: National Tourism Week

National Tourism Week is May 2-8. A variety of Montana tourism groups are celebrating the week with activities highlighting tourism's role in Montana's economy and in enhancing our communities' quality of life. Here are some of the activities:

• Travel Montana's Publicity Program has provided Montana and neighbor-state TV markets a video news release (VNR) on facility improvements made to the historical Fort Peck Theater through a $95,500 grant from the state's Tourism Infrastructure Investment Program (TIIP). Publicity Coordinator Mary Boyle says the VNR shows how tourism "bed tax" funds are being invested to preserve and enhance Montana's "cultural treasures" for both residents and visitors.

• The Billings CVB and Billings Hotel-Motel Association organized a full week of events including local radio station travel trivia contests, a media event with Billings' Mayor Chuck Tooley receiving a check representing the $214 million visitors spent in Billings last year, and more.

• Superhost trainers washed car windows in the Flathead Valley and left notes on the windows inviting people to enjoy the view, and to attend the June 11-13 Flathead Expo at Cavanaughs in Kalispell.

• Glacier, Russell and Missouri River Country, and Glasgow developed press events or press releases and a Flathead CVB representative is addressing a local chamber.

Thanks to these groups and everyone else who is helping get the word out about the positive aspects of Montana's tourism activities and opportunities.

A Done Deal: 1999 Legislature

Increased funding for the Lewis & Clark Bicentennial Commission, a state scenic/heritage byway program, improved visitor information center signage, and no major changes in the structure of the state's tourism promotion and development funding: that's a quick look at some of the tourism-related issues handled by the last legislative session of this century. We will have more complete details on the 1999 Legislature's tourism-related actions in the June newsletter. Prior to that, information will be posted on Travel Montana's Intranet site (travelmontana.state.mt.us) in the News & Update section's latest "News From The Front" report.

Lewis & Clark Planning Meetings Set For May & June

Between May 4 and June 16, Montana's Lewis & Clark Bicentennial Commission is hosting 12 planning meetings around Montana. Commission Director Clint Blackwood says the meetings are designed to get local and regional input on what communities are interested in working on for the bicentennial and what kind of assistance is needed. The input will help the commission develop a strategic plan for its activities and operations. The community meetings will be followed up with a statewide planning session in Lewistown this September. The May/June meeting schedule includes:

May 4: Miles City, Miles City Community College
May 5: Laurel, Laurel Ford meeting room
May 17: Lewistown
May 18: Sidney, MonDak Center
May 20: Glasgow
May 21: Havre
May 24: Cut Bank
May 25: Great Falls, L&C Interpretive Center
June 8: Dillon, BLM Conference Room
June 9: Bozeman, Museum of the Rockies
June 15: Lolo, Community Center
June 16: Helena, Helena National Forest Conference Room

For more information about meeting times and locations, contact Clint at 443-2109 or visit the "News & Updates" page on Travel Montana's Intranet site.

Governor's Conference Presentations On Web

Most of the featured speakers at the 1999 Governor's Conference provided us with electronic versions of their presentations. These are now posted on Travel Montana's Intranet Site: travelmontana.state.mt.us. You will find the presentations in the Governor's Conference section under the "Conference Agenda" and "'99 Speakers & Presentations" pages.

Montana Film Office News

The Film Office's newest ad campaign is being rolled out in *Hollywood Reporter* and Backstage *SHOOT* this month. The ads focus on locations like the Old Prison, Western Towns, and Montana landscapes. The headline for one ad with a mountain location is "A great local crew can make the difference between an Oscar party and the Donner party."

It isn't just productions coming into Montana that provide jobs for skilled Montanans. The state has a growing number of producers and directors who are garnering awards and recognition for their work within our borders and worldwide. These folks act as ambassadors, bringing more productions to Montana and taking Montana crew members with them on shoots elsewhere. Our thanks to all these folks!

Some Montana Shoots Jan-Apr, 1999

Subaru - West Yellowstone
Microsoft - Dillon
Bridgestone Tires - West Yellowstone
Chevy Blazer - Silverbow County
Marlboro Classic
  Clothing - Butte, Dillon
Marlboro Ranch
  Vacation - Bozeman/Livingston
World's Most Amazing Videos - Butte
Mien America - Southern Cross

Agencies In Cyberspace

The Montana Tourism and Recreation Initiative (MTRI) Electronic Media Focus Team hosts its first interagency Electronic Media Seminar for state and federal agency workers May 18 at the Helena College of Technology. The one-day conference features morning exhibits on how agencies are creatively integrating tourism and recreation information into their web sites. The afternoon offers hands-on workshops and panel discussions with topics like GIS mapping, databases, HTML coding, customer-oriented sites, and more. For information, contact MTRI Coordinator Sarah Lawlor, 444-9294.

"Big Sky Lullaby" Ad Wins

Travel Montana's "Big Sky Lullaby" TV ad received a 1st Place "Telly" Award from the Center for Creativity, a national communications industry support organization. The "Telly" award recognizes outstanding non-network/cable TV commercials.

European Travel Market Leads Available

Overseas Market Manager Pam Gosink and her RMI counterparts were busy promoting travel to our region in Europe this past March. Pam says there is interest in our national parks, ranches, scenery and outdoor recreation. The European promotion included seminars and trade shows in Italy, France, Germany and Copenhagen. If you are interested in leads from these areas, contact Pam, 444-2654.

Info Needed For New Meeting & Group Tour Guides

Group Travel Specialist Marlee Iverson is updating the 2000-2001 editions of Montana's Meeting Planner's Guide and Group Tour Planning Guide. Properties and services currently listed or advertising in these guides will receive a request for materials in the mail. Those interested in being added to the guides can contact Marlee, 444-2654. The response deadline is May 20th.

Travel Montana Calendar

May	
10-14	Missouri River Country Media Tour
13	MTRI L&C Focus Team, Helena
15-19	TIA's International Trade Show, Miami
18	MTRI Electronic Media Seminar, Helena
June	
7-8	TAC Mtg, Fairmont Hot Springs
8-13	Backroads B&B Media Tour, Yellowstone/Russell Countries
12-16	Travel Express/Five Star Adventure (UK) film crew, Bozeman/Big Timber
14-21	Ranch America (UK tour operator) FAM tour

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